

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

This study applied qualitative method. “Qualitative research is a process for exploring and understanding the meaning of the human problem of both individuals and social groups” (Cresswell). Moeleng said that qualitative research is conducted in order to understand the phenomena experienced by the subject of the research such as the behavior, perception, motivation, action, and so on, and it is holistically done in a descriptive way in the form of words and language in a particular naturalistic context by using several naturalistic methods (Moleong).

In this case, due to the fact that the meme was decided as the phenomena or the object of this study, the writer of this study applies the qualitative method. This study chose a qualitative method because the writer focused on the issue happened instead of focusing on the result that showed the specific number of data like quantitative method.

3.2 Data Source

There were two kinds of data which was used in this research; they were primary and secondary data. The primary data included all the memes collected from the memes of *#SaveHajiLulung* on twitter uploaded on March, 6th - 31st 2015 and downloaded on March, 10th - 31 2015. The writer used some printed memes which often appeared on *#SaveHajiLulung*. The writer selected the three top retweet printed memes on the twitter discussing about the masculinity. For the secondary data, the writer used books, journals, articles, and other related data to support the primary data.

3.3 Population and Sampling

The population data of this research included all the 2,207 printed memes of the twitter using the hashtag *#SaveHajiLulung* which were uploaded on March, 6th - 31st 2015. The sample of qualitative analysis usually consists of purposively selected texts which can inform the research question which is being investigated (Zhan and Wildemuth). The researcher applies the purposive sampling to make an accurate classification. Purposive sampling is done when the sample is determined as relevant to research questions (Mack, Woodsong and Macqueen). Among those 2,207 memes, the most top three retweets had been chosen by the researcher.



Figure 3.1 Meme I**The Traffic Jam****(720 retweets)****Figure 3.2 Meme II****Lulung technollogy-challenged****(653 retweets)****Figure 3.3 Meme III****UPS and USB Connector****(450 retweets)**

3.4 Technique of Data Collection

The technique of data collection was:

Firstly, the writer searched the worldwide trending topic on the twitter and found that *#SaveHajiLulung* became the worldwide trending topic during March, 6th - 31st 2015. Secondly, the writer counted the total number of *#SaveHajiLulung* tweets during the period of March, 6th until March, 31st 2015 and the total number was 2207. The third, that the writer selected the top three data by seeing the most retweeted by society. The last, the was done by capturing the images and inserting the images to the paper.

3.5 Technique of Data Analysis

The method of data analysis was done in several steps:

First, the writer compared the primary and the secondary data in order to support the primary data. Second, after collecting all the samples, the semiotic theory by Roland Barthes was applied as the approach to examine the data. Here are the three levels of representation which are used: linguistic message, non-

linguistic message, and myth. Third, in order to interpret about the ideal leader, the writer used the theory of Masculinity that was stressed in *Bapakism* term in the theory of Masculinity in Indonesia by Pam Nilan. Finally, this study could reveal the conclusion of this discussion by showing what kind of the ideal leader represented in memes printed #*SaveHajiLulung* on Twitter.

